



BEARFACTS 1992 – 2002

Santa Cruz-Watsonville (MSA) [42100]

Santa Cruz-Watsonville is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2002 population of 254,263 ranked 168th in the nation.

PER CAPITA PERSONAL INCOME

In 2002 Santa Cruz-Watsonville had a per capita personal income (PCPI) of \$37,347. This PCPI ranked 17th in the United States and was 121 percent of the national average, \$30,821. The 2002 PCPI reflected a decrease of 1.6 percent from 2001. The 2001-2002 national change was 0.8 percent. In 1992 the PCPI of Santa Cruz-Watsonville was \$23,729 and ranked 27th in the United States. The 1992-2002 average annual growth rate of PCPI was 4.6 percent. The average annual growth rate for the nation was 4.0 percent.

TOTAL PERSONAL INCOME

In 2002 Santa Cruz-Watsonville had a total personal income (TPI) of \$9,495,857*. This TPI ranked 133rd in the United States. In 1992 the TPI of Santa Cruz-Watsonville was \$5,526,690* and ranked 142nd in the United States. The 2002 TPI reflected a decrease of 2.2 percent from 2001. The 2001-2002 national change was 1.8 percent. The 1992-2002 average annual growth rate of TPI was 5.6 percent. The average annual growth rate for the nation was 5.2 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Cruz-Watsonville. In 2002 net earnings accounted for 70.4 percent of TPI (compared with 68.6 in 1992); dividends, interest, and rent were 19.6 percent (compared with 20.2 in 1992); and personal current transfer receipts were 10.0 percent (compared with 11.1 in 1992). From 2001 to 2002 net earnings decreased 3.6 percent; dividends, interest, and rent decreased 2.3 percent; and personal current transfer receipts increased 9.0 percent. From 1992 to 2002 net earnings increased on average 5.8 percent each year; dividends, interest, and rent increased on average 5.3 percent; and personal current transfer receipts increased on average 4.4 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Cruz-Watsonville decreased from \$5,504,017* in 2001 to \$5,463,668* in 2002, a decrease of 0.7 percent. The 2001-2002 national change was 2.1 percent. The average annual growth rate from the 1992 estimate of \$3,331,807* to the 2002 estimate was 5.1 percent. The average annual growth rate for the nation was 5.4 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

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